

Organ plays at 9, 11, 11:55 and 4:50.
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

Another Big Summer Outfitting Day Is Coming Tomorrow

An Ounce of Discretion Is Often Worth More

than a wagonload of enthusiasm. Not a few men are gifted with sunlike genius in some direction or other, though only partially developed for lack of patience and application. Many men are lazy moons shining with a borrowed light, and that only full once a month.

While too much enthusiasm is better than none, the large majority of us can only achieve an approach to eminence by persistent energy, without which a man is not much more than a two-legged creature.

Dreaming never catches on to anything, but with a blue sky in our hearts, common sense in our heads and some energy and activity to labor, we may hunt successfully for a red ribbon of distinction.

(Signed) *Joe Wanamaker*

June 20, 1919.

Women's Crisp, Cool Frocks of Organdie, \$17.50 to \$77.50

Hundreds of them are here and hardly more than two or three of a style—so that you can have some idea of how many styles there are to choose from at the present minute. There are black-and-white effects and rainbow combinations, there are pure blues and pinks and roses, there are all-white effects, and brilliant apricots and yellows—nothing gay or more inspiring in the way of frocks has been seen for years past. Some have frills set on their skirts slant-wise; some have white organdie sashes; there are insertions of tucked self-colored organdie and of puffed white net, and there are the pretty, always quaint cordings. Prices \$17.50 to \$77.50.
(First Floor, Central)

Georgette Waists Again

A style extremely simple and extremely refined has a shallow neck with a hemstitched self-frill, cuffs also frilled, and dangling crocheted buttons. Another with an interesting real filet insert in the front has a collarless shallow neck and a velvet tie which is hardly wider than a string. The first is \$7.50 and the second \$8.50, and both may be had in flesh color and white.
(Third Floor, Central)

Women's Silk Gloves, 75c a Pair. Got Here Just in Time—

to get themselves into this advertisement. They are good, firm silk, with Paris point stitching and you'll look hard to find their equal at the price. Black and white—also good tan, gray and mode shades. 2 clasps and double tipped, of course.
(West Aisle)

A Dainty Handbag of White Sports Silk

will interest almost any woman, particularly those who wear white a great deal in the Summer time. It is a new and pleasing shape and a good roomy size with covered frame and good silk lining. The price is \$5.
(Main Floor, Chestnut)

Little Summer Frocks for Very Little Girls

If you could hear mothers exclaiming over these dresses you'd know what delicious little garments they are! There are the coolest of white dimities, all smocked in color—these from England and quite lovely; there are fine voiles and crisp dotted swisses and simple chambrays and gingham in color. And they're so pretty mothers are buying them by the half dozen! \$3 to \$12.75—2 to 6 year sizes.
(Third Floor, Chestnut)

Heavy White Petticoats

made of a thick white cotton and supplied with the new sort of double panel which doesn't go all the way to the waist. One with deep hem and simple scallop is \$2. Another with scallops and dots is \$2.75. And a third with scallops and aprons is \$2.85.
(Third Floor, Central)

Corsets for Women Who Really Want to Be Cool

They are made of open mesh, strong enough to wear well, and there is enough variety in the styles to suit almost everybody. Wanamaker Special, white mesh, re-enforced at the waist, \$1.25. L. R. Summer corset, white mesh, short length, at \$1.50. L. R. topless model in pink mesh, \$1.50. L. R. long-skirted model in white mesh, \$2.
(Third Floor, Chestnut)

Women's Pretty Colored Handkerchiefs—75c Each

Solid-colored linen in the prettiest colors—green, blue, pink, violet or tan, with the edges whipped in white or black. They're just a bit different and women like them to match sweaters, sports suits and Summer frocks.
(Main Floor, Central)

A Belated Shipment of Striped Madras Shirting

It always looks so cool and fresh and there is no end of wear to it even with constant tubbings. In narrow and pin stripes, clustered stripes and sometimes a figure in the weave. Mostly only one color on white grounds, but a few have two. 22 inches wide and 85c a yard.
(First Floor, Chestnut)

Preserving and Other Matters

A peculiarly satisfactory way to take care of the garbage in the kitchen sink is by the use of a garbage bag and holder, the bag being perforated to permit the liquid to drain off. Holders, 25c; bags, 40c—for a package of 33.

All the best utensils and accessories needful in preserving time will be found together in the Housefurnishings Store.

Gray-enamelled preserving kettles, 80c to \$2.60; white-enamelled kettles, \$1.10 to \$4.75; aluminum kettles, \$1 to \$6.75; kettles of enameled iron, \$1.15 to \$2.25.

Wanamaker cold pack canners are from \$3 for 6-jar size to \$4.50 for heavy round 7-jar size. Separators, \$3 and \$12.

Jelly strainers, with racks to support the bags, 45c and 75c.

A preserving jar rack for use in the wash boiler, 8-jar size, \$1. Jar lifters, 10c to 50c; jar fillers of tin, 35c; of white enamel, 60c; of aluminum, 80c.

Scales and scoops, with no weights to lose, \$3. Wax to cover Jellies, 20c a pound. Single jar holders, 10c each. Midge canners, \$5 to \$23.75.
(Fourth Floor, Market)

Women's Charming and New and Different Summer Hats—\$10 and \$12

The week-end millinery story is a three-part affair this week—but all the hats are new and smart and just right for immediate wear—

Taffeta Hats—
Of dark blue, rather simple, charming as to shape and quite smart.

Crepe Hats—
Airy and cool and Summer—in delicate flesh pink, in white or dark blue; for dress wear.

Leghorn Hats—
In the creamy, natural color
(Second Floor, Chestnut)



—shady-brimmed hats, usually flower trimmed and so pretty you'll want to try one on at once!
(Second Floor, Chestnut)

When the Finer Wraps Come Down to Odds and Ends

It is high time that they should be reduced and that is what we have done to some very good looking capes and dolmans. On a few this is their second reduction, so it makes the price extremely low.

Among them are handsome serges, gabardines and tricelines, mostly in darker colors and only one or two of a kind. They are all very wearable garments and the right weight for Summer vacations and for early Fall. A few reversible capes are here.

The reduced prices read \$30 to \$75.
(First Floor, Central)

Some of the Trinkets She Wants This Summer—

A powder box, to be sure, for that little dab of powder to remove the shine. Silver plated ones, 50c to \$1; with enameled tops, 75c to \$1.25; gold-plated ones, 50c to \$5.50.

A coin holder for small change—new shapes are \$1.75 to \$3.25. Slipper buckles are quite fashionable, as every woman knows. All the fashionable shapes and sizes and kinds are here—\$1 to \$33 a pair.
(Jewelry Store, Chestnut and 13th)

Summer Clothes—New and Charming and Not Expensive—for Girls and Young Women

Here's news for all the girls and young women with "nothing to wear," for girls in search of gay, pretty new Summer frocks and wraps, for mothers worried over the problem of satisfactorily outfitting their young daughters—news of the most attractive, cool, new clothes to be found in Philadelphia.

Sports Suits—New, Smart and Seasonable

\$18.75 to \$35—and these include wool checks in black-and-white which begin at \$18.75; cool, firm linens which start at \$20; good-looking pongees in the natural color at \$27.50, and wool jerseys at \$30.

Ever so many styles—white and gay Summer colors; new models, all of them smart, of course, and 14 to 20 year sizes.

Plenty of New Wash Frocks Are Here

\$8.50 to \$25—and this takes in frocks for morning, frocks for afternoon and frocks quite festive and pretty enough for Summer evening wear. All the popular Summer cottons from sturdy gingham to sheer, filmy voiles and all the fashionable colors and white are included. 14 to 20 year sizes.

Some Handsome New Polo Coats

\$65—they are of soft, beautiful texture, in a fawn-like tan. Quite smart as to cut, they have deep pockets, belts and new sleeves. 14 to 20 year sizes.

Cool Dust Coats for Summer Journeys

\$16.50 to \$33.50 for wraps of Palm Beach cloth and pongee in the natural color. Some are in coat, some in cape styles, and all are well cut and tailored. 14 to 20 year sizes.

A Special Bloomer Dress for Girls, \$4.50

It's of sturdy plaid gingham in attractive colors and is made with snowy white pique collar and cuffs, and finished with a shining patent-leather belt. And the bloomers save petticoats as mothers know! 6 to 14 year sizes.
(Second Floor, Chestnut)

White Wash Skirts Special at \$8.75

About 8 beautiful new styles in regular sizes and the same number and just as pretty ones in extra sizes (32 to 38 inch waist-band).

In regular sizes, the skirts are of fine shrunken gabardine and tricotine with gathered waist-bands, novelty pockets and belts trimmed with the prettiest pearl buttons.

In extra sizes, tricelines, gabardines and wide-waile piques.
(First Floor, Central)

Children's High and Low Play Shoes Special

Parents who couldn't get in to buy these low-priced play shoes last Saturday will be glad to know that we still have a fair assortment.

Black Barefoot Sandals

Sizes 5 to 11 at \$1.75. Sizes 11½ to 6 at \$2.

Black Low Scuffs

Sizes 11 to 2 at \$2.25. Sizes 2½ to 6 at \$2.50.
(First Floor, Market)

The Penn-Jersey Automobile Red Book Is Ready

The twelfth edition with 150 pages of descriptive routes and maps covering the territory of Boston, New York, Pittsburgh, New Jersey coast resorts, Washington, White Mountains, etc.; very complete. Size convenient—4½x9 inches; complete index. A detour map of New Jersey showing the roads being rebuilt is included with each copy.

Price \$1 in the Book Store. Other automobile road and pocket maps also are to be had here.
(Main Floor, Thirteenth)

New Fiction

"The Land of Strong Men" by A. M. Chisholm. A tale of the Far North with plenty of action and interest in it. \$1.50.

"Boston Blackie," by Jack Boyle. The complete adventures of an expert safe cracker. \$1.50.
(Main Floor, Thirteenth)

Fourth of July Novelties

A special Fourth of July candy package is \$2, and holds four pounds of delicious candies, snapping bonbons and a cannon cracker filled with gum drops.

Patriotic favors, 20c. Drums filled with chocolates, 30c.

Cannon crackers filled with caramels and ribbon tied, \$1.50 complete. Snapping bonbons, 50c to \$2.50 a dozen.
(Down Stairs Store, Chestnut)



Lovely Afternoon Dresses in Light and Dark Colors

\$25 to \$45—and these are white and flesh and delicate orchid-hued crepes Georgette; cool, lovely printed Georgettes in styles as pretty as the crepes; Summer foulards, crisp and shining taffetas in quite new styles, tulle silks of delicious simplicity and youthfulness—all these make up this radiant Summer collection.

Ever so many brand-new models, and 14 to 20 year sizes.

Snowy Piles of Wash Skirts

\$3.75 to \$10 for new and spotless skirts of surf cloth, tricotine, linen, gabardine and embroidered voiles. There are skirts for sports and better wear, and 33 to 38 inch lengths.

Summer Wash Dresses for Girls and Juniors

\$6.75 to \$20—and hundreds of the prettiest Summer frocks we've ever had to show you! All the wanted cottons from gingham to dotted swisses, and more styles than you can imagine. 6 to 14 and 15 and 17 year sizes.

Party and Better Frocks for Girls

\$11.50 to \$32.50 for charming little dresses of crepe de chine, fluffy net, taffeta, Georgette and chiffon in white, rose, pale blue and other pastel shades.
(Second Floor, Chestnut)



Suits That Tone Down a Man's Temperature and Tone Up His Looks

Almost any kind of shop can turn out suits in which men will feel cool, but it requires skill and sincere effort to turn out suits in which men will be cool and well dressed at the same time.

Cool clothes are not necessarily comfortable clothes, no matter how hot the weather may be. In other words, a man particular as to his appearance can be very uncomfortable in the coolest suit on a very hot day. The reason is plain enough. No matter how cool a man's suit may be he is not going to feel comfortable in it if it is ill fitting, baggy and poorly made.

Good tailorwork is absolutely essential in Summer clothing, because Summer fabrics are so light and so liable to pucker.

The supreme characteristic of all Wanamaker men's clothing is good tailorwork, but in our Summer suits it means more than in any other suits.

Tropical suits of "Palm Beach," mohair and breezewave fabrics at \$18 to \$35. Cool worsted and serge suits at \$32 to \$65. Flannel trousers, \$9 to \$12.50.
(Third Floor, Market)

Men's Bangkok Hats Special at \$5

The Bangkok hat is that very light-weight fiber hat from the Philippines. It comes in Alpine, natural and telescope shapes and is highly regarded by men who want a cool comfortable hat to wear on hot days. At \$5 it is unusually priced.
(Main Floor, Market)

Men's Silk Half Hose "Seconds" at 85c

1200 pair of full-fashioned thread-silk half hose in black, white and colors. If these were first-grade goods they would be much more expensive but would not necessarily wear any better. Wise men will buy them by the dozens and half dozens.
(Main Floor, Market)

A Smart New White Buckskin Oxford for Men

This shoe is made on a straight English last with either rubber or leather soles and is gotten up purposely for seashore and other vacation wear. It is an unusually smart shoe for what is today a moderate price—\$9.
(Main Floor, Market)

A Fresh Lot of Those Fine \$2.65 Shirts for Men

These fine woven madras shirts that we are selling at \$2.65 promise to be about as popular as any shirts that we shall have this Summer.

The material is of an unusually good grade for the price, and the designs are extremely varied, running from pin stripes to wide stripes with a good assortment of the much-liked seersucker stripes. All have soft cuffs.

The only reason we can sell these shirts at \$2.65 is because they are made from a large lot of short ends of materials that we bought specially.

As for Summer Neckties

We have what is probably the largest assortment of four-in-hand and bat-wing ties in Summer silks at 50c to \$4 that can be found in all Philadelphia.
(Main Floor, Market)

Tape Handkerchiefs \$9 a Dozen

They are in styles particularly well liked by discriminating men—a tiny hem with woven tapes above. Some have rolled hems—some are hemstitched. 75c each, \$9 a dozen—and very good for the price.
(West Aisle)

Electrical Matters

A two-way plug attached to the regular socket permits the use of more than one device on a single outlet. Price \$1.25.

An attachment for the regular key electric socket needs only to be pulled to bring the control of the light within reach of very little people. Price 15c.

For \$1.50 you can procure a daylight attachment for a desk lamp which will be very kind to the eyes.

A flashlight is a fine vacation companion and here are some of the most-wanted kinds. Fresh batteries, also.

Portable electric sewing machines, \$45, \$55 and \$65. All these things will be found in the Electrical Store.
(Fourth Floor, Central)

The Sun Is Beginning to Get in His Work

Fortunately there are precautions you can take—certain Queen Mary preparations made especially for sensitive skins. Everybody who suffers from sunburn would do well to make sure of having one or more of the following in the bag packed for the shore.

Witch hazel jelly, 20c a bottle. Glycerine and honey jelly in tubes, 20c.

Cucumber cream, 20c a bottle. Honey and almond cream, 35c a bottle.

Cold cream, 20c a tube; 25c and 50c a jar.
(Main Floor, Chestnut)

Children's Umbrellas

The handles are made just like the handles on grown-up umbrellas—colored tops and bakelite or amber rings or silk cord loops for girls and hooks for boys.

The covers are of fine sturdy cotton with silk tape edge and they all have paragon frames. Special at \$2.50 each.
(Main Floor, Market)

New Madeira Embroidered Linens So Pretty for Wedding Gifts

Linens come and linens go, but the vogue of Madeira hand-embroidered linens goes on forever. This new shipment comes with special timelessness in view of the demand for bridal gifts.

They are a very attractive group, comprising hand-scalloped and hand-embroidered scarfs, tea napkins and lunch sets, in a variety of finely executed patterns.

Prices are distinctly moderate.

Tea napkins, \$7.50 and \$8.75 a dozen. Lunch sets of 13 pieces, \$6.75 a set.

Lunch cloths, 54 inches in diameter, \$14.75 each. Lunch cloths, 72 inches in diameter, \$25 and \$27.50 each. Scarfs, 18x36 to 18x41 inches, \$7.50 to \$9.75 each.
(First Floor, Chestnut)

The Boy and His Tub Suit

In boys' washable suits, as in all other things, there are different qualities, some good, some bad, some middling.

We are not satisfied to sell any but the best kinds that we can get. We are not saying this for our own glory, but to keep mothers reminded that if they want their boys to wear the best grades of washable suits this is the Store to come to.

Wash suits for little fellows of 3 to 10 years compose the bulk of the stock.

These are in chambrays, linens, reps, galatens and kindergarten cloths and in all the regular styles—"Oliver Twist," short Russian, middy and junior Norfolk. Prices are as low as suits of the same quality can regularly be marked—\$3.25 to \$6.50.

For boys of 8 to 18 we have a full selection of wash suits in "Palm Beach" and other washable materials, all made in the Norfolk style and particularly well modeled and tailored. Prices \$10 and \$12.
(Second Floor, Central)

This Is the Season of the Fireless Cooker

—the season when no woman cares about standing over a hot stove if she can help it.

And we want to call special attention to the

Superb Fireless Stove

This stove is made of aluminum and has separate cover for each compartment. It has deep wells and unusually large cooking vessels in addition to baking and roasting discs. It has also several features which make it superior to any other fireless cooker we know of.

The following models all containing aluminum utensils, cooking and roasting discs, folding baking rack and aluminum rack:

12-quart size, \$15.25	20-quart size, \$27
14-quart size, \$23.50	24-quart size, \$29.50
18-quart size, \$24	32-quart size, \$38.50

(Fourth Floor, Market)